



STATE OF MICHIGAN

DEPARTMENT OF NATURAL RESOURCES
LANSING

JENNIFER M. GRANHOLM
GOVERNOR

REBECCA A. HUMPHRIES
DIRECTOR

July 1, 2006

The Honorable Michelle McManus, Chair
Senate Appropriations Subcommittee on
Natural Resources
905 Farnum Building
P.O. Box 30036
Lansing, Michigan 48909-7536

The Honorable Howard Walker, Chair
House Appropriations Subcommittee
on Natural Resources
S-1388 House Office Building
P.O. Box 30014
Lansing, Michigan 48909-7514

Dear Senator McManus and Representative Walker:

Pursuant to Section 706, PA 154 of 2005, the Department of Natural Resources (Department) has developed pilot programs with corporate sponsors for state parks.

The Department partnered with General RV Center where this business purchased 250 annual motor vehicle permit stickers to be given to purchasers of new recreational vehicles. General RV Center also provided free advertising on television and radio for the Department's Parks and Recreation system. This promotion has generated interest among other businesses to establish similar partnerships in the future.

In addition, the Citizens Committee for State Parks marketing subcommittee is working to identify corporate sponsorship opportunities and create associated policies to encourage appropriate corporate sponsorships within the Parks and Recreation system.

If you have any questions, please feel free to contact me.

Sincerely,

Sharon M. Schafer, Chief
Budget and Support Services
517-335-3276

NATURAL RESOURCES COMMISSION

Keith J. Charters-Chair • Mary Brown • Darnell Earley • Bob Garner • Gerald Hall • John Madigan • Frank Wheatlake

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The Honorable Michelle McManus

The Honorable Howard Walker

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cc: Senate Appropriations Subcommittee Members
House Appropriations Subcommittee Members
Ms. Jessica Runnels, Senate Fiscal Agency
Dr. Kirk Lindquist, House Fiscal Agency
Ms. Mary Lannoye, State Budget Director, Department of
Management and Budget (DMB)
Mr. Jacques McNeely, DMB
Ms. Jennifer Harrison, DMB
Director Rebecca Humphries, DNR
Mr. Dennis Fedewa, Chief Deputy, DNR
Ms. Arminda Koch, Resource Management Deputy, DNR
Mr. Dennis Fox, Chief of Staff, DNR
Mr. Rodney Stokes, Legislative Liaison, DNR
Mr. Ron Olson, DNR
Ms. Jane Schultz, DNR